

ABOUT SOUTH CAROLINA PERSONAL PATHWAYS TO SUCCESS

Created by the Educational and Economic Development Act of 2005, Personal Pathways to Success is an innovative way of connecting academic studies with preparation for entering the workforce. Personal Pathways to Success enables students to explore and prepare for career opportunities through a more relevant curriculum and firsthand experience.

The Brand Personality

- o The people that Personal Pathways to Success needs to reach are like other consumers in that they are bombarded with information. Whether they realize it or not, they are adept at tuning in or tuning out based on how a particular message speaks to them.
- o Although the Personal Pathways to Success brand needs to speak to a greatly varied audience about many different topics, it must be presented with a consistent personality in order to create a cohesive message.
- o As a test for any communication message that comes from Personal Pathways to Success, make sure it fits the following criteria:
 - Accessible (make sure it's not too lofty or preachy for our target audience)
 - Optimistic (it should be inspiring, not discouraging)
 - Respectful (while it does not need to be stiff or overly formal, it must reflect a level of decorum that is respectful to all of our target audiences)
 - Inclusive (it should acknowledge learners of all ages and backgrounds)



STATEWIDE GRAPHIC STANDARDS

Statewide logo



- o By default, this is the logo to use on all statewide Personal Pathways to Success communications.
- o The font and colors are not to be altered in any way.
- o Please note the clearance area around all sides of the logo should be at least the diameter of the logo symbol.
- o When the statewide logo is used on any printed or viral material, the trademark (™) must always be present.

Statewide single line logo

- o When vertical space is limited, this version of the logo is acceptable. Clearance around all sides of this logo should be at least the diameter of the logo symbol as well.

Personal Pathways  to success™

Personal Pathways  to success™

——Personal Pathways  to success™ ——

Regional Graphic Standards

Regional logo



Personal Pathways to success™
UPPER SAVANNAH
REGIONAL EDUCATION CENTER



Personal Pathways to success™
UPPER SAVANNAH
REGIONAL EDUCATION CENTER

- o By default, this is the logo to use on all regional Personal Pathways to Success communications.
- o The font and colors are not to be altered in any way.
- o Please note the clearance area around all sides of the logo should be at least the diameter of the logo symbol.
- o When the regional logo is used on any printed or viral material, the trademark (™) must always be present.
- o Also, when the regional logo is present on any piece of collateral where there will be printed text, the copy should line up vertically with the text in the logo.
- o When space is limited, the symbol of the logo should be no smaller than 3/8" in diameter.



FONTS

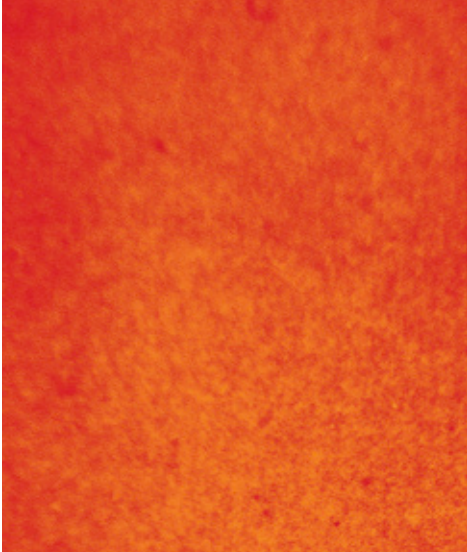



ABCDEFGHIJKLMNOPQRSTUVWXYZ...
abcdefghijklmnopqrstuvwxyz...
1234567890!@#\$%^&*()

- o DIN Mittelschrift from Adobe is the font used in the logo and on the materials produced for the overall brand.
- o When DIN Mittelschrift from Adobe isn't available, Arial is an appropriate substitute.
- o For RECs, Arial Bold in all caps should be used for headers. Main headlines should be set at 18 points and subheads should be 11 points. Arial Regular set at 11 points should be used for the main text.



BRAND COLORS

The red/orange textured background is available for graphically striking areas such as covers, mastheads, etc. Secondary backgrounds can be filled with PMS 135. Clean white backgrounds are certainly acceptable as well.

		8% Cyan 91% Magenta 92% Yellow 93% Black	179 Red 35 Green 23 Blue
		0% Cyan 21% Magenta 74% Yellow 0% Black	255 Red 208 Green 123 Blue
		7% Cyan 65% Magenta 100% Yellow 37% Black	171 Red 101 Green 13 Blue

For communication like letters and press releases, black text will suffice. For other types of brand communication, see the samples here for the acceptable combinations of text and background colors.

WHAT IS PERSONAL PATHWAYS TO SUCCESS?

Created by the Education and Economic Development Act of 2005, Personal Pathways is an innovative way of connecting academic studies with preparation for entering the workforce. This will enable students to explore and prepare for career opportunities through a more relevant curriculum and firsthand experience.

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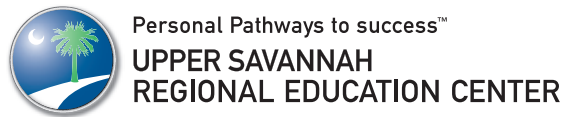
LOGO COLORS

Whether you're using the statewide logo or regional logo, the breakdown of the logo colors appear below. This information can be useful when having giveaways and other collateral material produced or apparel embroidered with thread colors that match the logo.

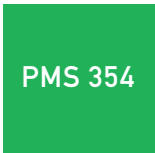


Empowering all students to shape our future.™

Statewide Logo (pms)



Regional Logo (pms)



80% Cyan
0% Magenta
90% Yellow
0% Black

0 Red
175 Green
63 Blue



100% Cyan
56% Magenta
0% Yellow
23% Black

22 Red
87 Green
136 Blue



25% Cyan
7% Magenta
0% Yellow
4% Black

195 Red
211 Green
223 Blue

TAGLINE

- o All statewide marketing materials include the tagline, “Empowering all students to shape our future.™” as part of the logo.
- o When using the statewide logo, the RECs may choose to include the tagline or leave it off of marketing materials, depending on the audience.
- o The tagline must be used in its entirety and cannot be altered in any way, including but not limited to the usage and placement of the (™).
- o There should not be anything written within a 1/2” diameter around all sides of the statewide logo and/or regional logo.



USE OF NAMES

- o To ensure consistency and avoid confusion with other programs, the name “Personal Pathways to Success” should always be spelled out completely and not shortened.
- o When referring to Regional Education Center(s) in text, the first reference should be spelled out and followed by the abbreviation, e.g., “There will be 12 Regional Education Centers (RECs) created around the state.” After that, the abbreviation can be used.
- o When referring to a particular REC Region, the upper case Region should always be used. For example, “The Pee Dee Region will host a workshop in November. It is the Region’s first gathering of parents, students and businesses.”
- o The term “Regional Education Center” or “REC” should always be used to refer to the REC. “Center” by itself should never be used to refer to the REC.
- o Where appropriate (on any marketing material) the name of the REC can be written in all caps for greater emphasis. For example, “Please contact the PEE DEE Regional Education Center at...”
- o The Education and Economic Development Act should be spelled out in the first reference and followed by the abbreviation, e.g., “The Education and Economic Development Act (EEDA) was passed by the legislature in 2005.” The abbreviation can be used in later references.
- o The Personal Pathways to Success name should always be used when referring to the program. The Education and Economic Development Act should be used only when talking specifically about the legislation.
- o The scpathways.org website should always be represented without the [www.](http://www) prior to the address on all written occasions, except when it appears on any Spanish translated material. For example, “Please check out our website at scpathways.org for more information.”



- o With the use of the regional logos, any text above or below the symbol of the logo should be justified to align vertically with the text in the logo.



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UPPER SAVANNAH
REGIONAL EDUCATION CENTER
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